ORDER

Orders Order / Rev: 104119 06831860 Alt Order#: Product Desc: BERKLEY FOR SENATE Estimate: 30S Flight Dates: 07/31/12 - 08/06/12 Primary AE: Amy McCreary Original Date / Rev: 07/09/12 / 08/03/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Shorr Johnson Magnus **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Berkley, Shelley for Senate - Revised Advertiser Name: A35+ Demographic: New Business Thru: 00:15:00

Product Codes: PLC01 Priority: SELECT PRIORITY CODE

Revenue Codes: POLITICAL/AGY, PCAN, GEN Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 07/30/12 08/06/12 51 \$97,925.00 \$83,236.25

| Totals | | | | |
|-------------|---------|--------------|-------------|--------|
| Month | # Spots | Gross Amount | Net Amount | Rating |
| August 2012 | 51 | \$97,925.00 | \$83,236.25 | 0.00 |
| Totals | 51 | \$97.925.00 | \$83,236,25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 49% | \$97,925.00 |
| Market | 100% | \$100 846 04 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 20% | \$39,969.39 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 16% | \$31,975.51 |
| KTUD | 0% | \$0.00 |
| KVVU | 13% | \$25,980.10 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 2% | \$3,996.94 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End T | ime Days | Len Sp | ots | Rate Pri | Rtg Type S | Spots | Amount |
|-----|-------------|------------------------|----------|----------------------------------|-------------|-------------|----------|--------|-----|-----------|------------|-------|------------|
| E 1 | KSNV | 07/31/12 | 08/03/12 | M-F 5-6a WakeU M-F 5-6a WakeU | | 5-6a | -TWTF | · :30 | 4 | \$400.001 | 0.00 NM | 4 | \$1,600.00 |
| | NEWS | | | W-F 5-6a Wakeo | p w/wagners | | | | | | | | |
| | <u>Star</u> | <u>t Date</u> <u>E</u> | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| W | eek: 07/3 | 0/12 C | 08/05/12 | -TWTF | 4 | \$400.00 | 0.00 | | | | | | |

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KSNV

Order / Rev:

104119

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06831860

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

07/31/12 - 08/06/12

Estimate:

30S

| Ln Ch | Start | End | Inventory Code | Break | Start/End Ti | me Days | Len Sp | ots | Rate Pri | Rtg Type | Snots | Amount |
|--|--------------------|--------------------------|----------------------------|-----------------|---------------------------|----------------|--------|------|-------------|------------|-------|---|
| E 1 KSNV | | 2 08/03/12 | M-F 5-6a WakeUp | | 5-6a | -TWTF | :30 | 4 | \$400,001 | 0.00 NM | | \$1,600.00 |
| | | | M-F 5-6a WakeUp | _ | | | | | , | | | , ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |
| NEWS | rt Date | End Data | Mookdous | Chala Milaak | Dota | Dotina | | | | | İ | |
| Week: 07/ | | End Date 08/05/12 | <u>Weekdays</u> -TwTF | Spots/Week 4 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | - | i | |
| Territoria de la companya del companya de la companya del companya de la companya | | | M-F 5-6a WakeUp | w/WagM | 5-6a | M~~ | :30 | 1 | \$400.001 | 0.00 NM | 1 | \$400.00 |
| 11771460 | | | M-F 5-6a WakeUp | w/Wagners | | | | | | | | |
| NEWS Sta | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 08/ | | 08/12/12 | M | 1 | \$400.00 | 0.00 | | | | | | |
| E 3 KSNV | 08/06/1 | 2 08/06/12 | M-F 6-7a WakeUp | w/Wa@M | 6-7a | M | :30 | 1 | \$700.001 | 0.00 NM | 1 | \$700.00 |
| NEWS | | | M-F 6-7a WakeUp | w/Wagners | | | | | | | | |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| Week: 08/ | | 08/12/12 | M | 1 | \$700.00 | 0.00 | | | | | | |
| E 4 KSNV | 07/31/1 | 2 08/03/12 | M-F 6-7a WakeUp | - | 6-7a | -TWTF | :30 | 4 | \$700.001 | 0.00 NM | 4 | \$2,800.00 |
| NEWS | | | M-F 6-7a WakeUp | o w/Wagners | | | | | | | ĺ | |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | l | |
| Week: 07/ | | 08/05/12 | -TWTF | 4 | \$700.00 | 0.00 | | | | | | |
| E 5 KSNV | 07/31/1 | 12 08/03/12 | Today Show | CM | 658a-9am | -TWTF | :30 | 8 | \$1,400.001 | 0.00 NM | 8 | \$11,200.00 |
| TODAY | | | Today Show | | | | | | | | l | |
| <u>Sta</u> | rt Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | <u>Rating</u> | | | | | | |
| Week: 07/ | | 08/05/12 | -TWTF | | \$1,400.00 | 0.00 | | | | ···· | l | |
| E 6 KSNV | 08/06/1 | 12 08/06/12 | Today Show Today Show | СМ | 658a-9am | M | :30 | 2 | \$1,400.001 | 0.00 NM | 2 | \$2,800.00 |
| TODAY | | | roday onow | | | | | | | | | |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Week: 08/ | | 08/12/12 | M News 3 Olympic Z | | \$1,400.00 7:30-8;00PM | 0.00 M | :30 | 1 | \$750.001 | 0.00 NM | , | \$750.00 |
| L / KOW | 00/00/1 | 12 00/00/12 | News 3 Olympic 2 | | 7.50-0.001101 | V | .50 | ı | Ψ750.001 | U,UU INIVI | 1 | \$750.00 |
| OLY ZO | | | | | | | | | | | 1 | |
| <u>Sta</u> Week: 08/ | rt Date | <u>End Date</u> 08/12/12 | <u>Weekdays</u> M | Spots/Week | <u>Rate</u> \$750.00 | Rating 0.00 | | | | | 1 | |
| | | | News 3 Olympic Z | one CM | 7:30-8:00PM | -TWTFS- | :30 | 5 | \$750.001 | 0.00 NM | 5 | \$3,750.00 |
| | | 0., | News 3 Olympic 2 | | 7100 01001 111 | 1,,,,,, | 100 | Ū | 4100.001 | 0.00 1444 | ľ | φο,1 ου.σο |
| OLY ZC | | End Date | Manhalasa | 0 | D-1- | D = 0: ·- | | | | | ł | |
| <u>Sta</u> Week: 07/ | rt Date /30/12 | End Date 08/05/12 | <u>Weekdays</u> -TWTFS- | Spots/Week 5 | <u>Rate</u> \$750.00 | Rating 0,00 | | | | | ĺ | |
| | | | Olympics Primetin | | 730pm-12am | | :30 | 1 | \$6,000.001 | 0.00 NM | 1 | \$6,000.00 |
| 011/55 | | | Olympics Primetir | ne | = | - | | | | - | | |
| OLY PF | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | 1 | |
| Week: 08/ | | 08/12/12 | M | 1 | \$6,000.00 | 0.00 | | | | | 1 | |
| E 10 KSNV | 08/03/1 | 12 08/03/12 | Olympics Primetin | ne CM | 730pm-12am | F | :30 | 1 | \$6,000.001 | 0.00 NM | 1 | \$6,000.00 |
| OLY PF | DINAE | | Olympics Primetir | me | | | | | | | 1 | |
| | ∖।।vi⊏ irt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | 1 | |
| Week: 07/ | | 08/05/12 | F | | \$6,000.00 | 0.00 | | | | | ł | |
| E11 KSNV | 07/31/1 | 12 08/02/12 | Olympics Primetin | | 730pm-12am | -TWT~ | :30 | 6 | \$6,000.001 | 0.00 NM | 6 | \$36,000.00 |
| OLY PF | RIME | | Olympics Primetir | ne | | | | | | | | |
| | <u>irt Date</u> | End Date | Weekdays | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Week: 07/ | | 08/05/12 | -TWT | | \$6,000.00 | 0.00 | | ···· | | | 1 | |
| E 12 KSNV | 08/05/1 | 12 08/05/12 | Olympics Primetin | | 730pm-12am | S | :30 | 1 | \$6,000,001 | 0,00 NM | 1 | \$6,000.00 |
| OLY PF | RIME | | on mpics rimeting | ne. | | | | | | | 1 | |
| <u>Sta</u> | ırt Date | End Date | <u>Weekdays</u> | Spots/Week | · | Rating | | | | | 1 | |
| Week: 07/ | | 08/05/12 | S | 1 | \$6,000.00 | 0.00 | .00 | | #00F 004 | 0.00 115 | | # 005.00 |
| E14 KSNV | 08/04/1 | 12 08/04/12 | | CM | 7a-9am | S- | :30 | 1 | \$625.001 | 0.00 NM | 1 | \$625.00 |

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Order / Rev:

104119

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06831860

7000 1000

Product Desc:

BERKLEY FOR SENATE

KSNV

Flight Dates:

07/31/12 - 08/06/12

Estimate:

30S

| Ln Ch Star | t End | Inventory Code | Break | Start/End | Time Days | Len Sp | ots Rate Pri | Rtg Type Sp | ots | Amount |
|-------------------|---------------|--------------------------|-------------|-------------------------|---|------------------|----------------|-------------|-----|-------------|
| | | Saturday I oday | | | | | | | | |
| SAT TDOAY | | Saturday Today | | | | | | | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Doto | Rating | | | | | |
| Week: 07/30/12 | 08/05/12 | S- | Spois/vveek | <u>Rate</u> \$625.00 | 0.00 | | | | | |
| Spot Ch Date F | | Description | Start | پانکانی End Time | | Veekdavs | Length Rate | Rtg Type | | |
| 1 KSNV 07/30/ | | | 7a-9 | | - | Sa | | | | |
| See MG 1 | | , | | | | | .00 (00.00) | , 0.00 /1 | | |
| [PGM CH | G = 5A-6AM [| DUE TO OLYMPICS | STARTING | EARLY] | | | | | | |
| 2 KSNV 07/30/ | 12-08/05/12 S | IGN ON-SIGN OFF | 5a-4 | 59a | (5:00 AM-6:00 AM | ATWThFSaS | u :30 \$625,00 | 0.00 NM | | |
| MG for 14 | .1 08/04 | | | | ` | | • | | | |
| [TP CHAN | IGE] | | | | | | | | | |
| E15 KSNV 08/05 | /12 08/05/12 | Olympics Daytime | Week@M | 4am-6pm | S | :30 | 2 \$1,700.003 | 0.00 NM | 2 | \$3,400.00 |
| | | Olympics Daytime | | | | | | | | , |
| OLY DAYTIME | WK | | | | | | | | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | <u>Rating</u> | | | | | |
| Week: 07/30/12 | 08/05/12 | 5 | 2 | \$1,700.00 | 0.00 | | | | | |
| E16 KSNV 08/04 | /12 08/04/12 | Olympics Daytime | Week@M | 4am-6pm | 5- | :30 | 2 \$1,700.003 | 0.00 NM | 2 | \$3,400.00 |
| | | Olympics Daytime | e WEEKEND | | | | | | | |
| OLY DAYTIME | | | | | | | | | | |
| Start Date | | <u>Weekdays</u> | Spots/Week | Rate | <u>Rating</u> | | | | | |
| Week: 07/30/12 | 08/05/12 | S | | \$1,700.00 | 0.00 | | | | | |
| E17 KSNV 07/31 | /12 08/03/12 | | | 9am-4pm | -TWTF | :30 | 8 \$1,200.003 | 0.00 NM | 8 | \$9,600.00 |
| OLV DAVTIME | _ | Olympics Daytime | e Weekdays | | | | | | | |
| OLY DAYTIME | | 105 1 | | | 5 " | | | | | |
| Start Date | | <u>Weekdays</u> -TWTF | Spots/Week | Rate | Rating | | | | | |
| Week: 07/30/12 | 08/05/12 | | | \$1,200.00 | 0.00 | | | | | |
| E 18 KSNV 08/06 | /12 08/06/12 | | | 9am-4pm | M | :30 | 2 \$1,200.003 | 0.00 NM | 2 | \$2,400.00 |
| OLY DAYTIME | = | Olympics Daytime | e vveekdays | | | | | | | |
| Start Date | | Weekdays | Spots/Week | Rate | Rating | | | | | |
| Week: 08/06/12 | 08/12/12 | M | | \$1,200.00 | 0.00 | | | l | | |
| N 19 KSNV 08/04 | | Weekend Jeopard | | 630-730pm | | :30 | 1 \$500.001 | 0.00 NM | 1 | \$500.00 |
| 11 10 10111 00/04 | VUIVTI 12 | WKND Jeop/Whe | - | 200 100pii | , 3- | .50 | 1 ΨΟΟΟ.ΟΟΙ | O.OO INWI | ' | Ψ500.00 |
| NEWS | | That Boop Wile | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | |
| Week: 07/30/12 | 08/05/12 | 5 | 1 | \$500.00 | 0.00 | | | | | |
| | | | | | *************************************** | | | Totals | 51 | \$97,925.00 |
| | | | | | | | | · Otalo | 51 | ψοι,σευ.συ |